



# Breunig's Mission is Service to Producers & Consumers

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**EDITOR'S NOTE:** This story is one in a series that features DATCP employees and the programs they work in.

MADISON – Nicole Breunig, a Senior Agricultural Marketing Consultant, has many roles and responsibilities in her position at the Department of Agriculture, Trade and Consumer Protection (DATCP). Whether working with producers or consumers, Breunig enjoys providing a service that is different depending on the program she's working in at the time.

"Nicole is an instrumental member of our DATCP team. She has a unique set of skills. A strong agricultural production background, tremendous communications skills and at the same time, expertise in marketing," said Mike Powers, DATCP's Administrator of Agricultural Development. "She has done a fantastic job managing the thousands of promotional activities of Alice in Dairyland; assisting Wisconsin agribusiness with promotions through the web based SavorWisconsin.com; and, has been instrumental in moo-ving the Grow Wisconsin Dairy 30x20 Initiative forward."



Nicole Breunig is a DATCP Senior Agricultural Marketing Consultant.

An industry she appreciates from many perspectives and is really honored to serve is the dairy industry. Breunig grew up on her family's 60-cow Registered Holstein farm in Juda, where she is still involved. It is only natural she became the project lead for the Grow Wisconsin Dairy 30x20 Initiative.

"I am very excited to be part of the Grow Wisconsin Dairy 30x20 Initiative from the ground up," explained Breunig. "From the early meetings with processors and producers, we built a foundation to assist all Wisconsin dairy farmers, without regard to size or type, focusing on long-term, sustained operation with objectives relating to improving farm profitability, facilitating operational changes, assisting prospective and beginning farmers, and identifying services the industry turns to."

She has facilitated the development of the toll-free number 855-WI DAIRY (943-2479) and email [GrowWisconsinDairy@wi.gov](mailto:GrowWisconsinDairy@wi.gov) to provide one contact for dairy farmers to find resources and services. Breunig also has been heavily involved in forming the Grow Wisconsin Dairy Producer Grants, which work to meet facilitate operational changes and improve profitability for dairy farmers.

The next step for Breunig and the dairy team will be developing an interactive service database for the website [GrowWisconsinDairy.wi.gov](http://GrowWisconsinDairy.wi.gov). This will be a one-stop-shop for farmers to go when looking for various forms of assistance.

Breunig started at DATCP in May 2006 following her graduation from the University of Wisconsin-Madison with degrees in dairy science and life sciences communication. During college, she gained experience with internships at the University of Wisconsin-Extension, Wisconsin Holstein Association, Alliant Energy Center and University of Wisconsin-Madison Healthy Farmers, Healthy Profits Project.

Breunig took on management of the Alice in Dairyland Program in 2007. In this role, she not only schedules over 400 events for Alice in Dairyland to attend throughout the year, but she also plans and

implements the strategic direction of the program. A highlight of the program is working with counties around the state on planning and staging the Alice in Dairyland Finals.

“I enjoy working with the host county each year on the rotating Alice in Dairyland Finals as they showcase the county and all of Wisconsin agriculture,” added Breunig. “It is remarkable to see the event come together over a year, or more, of planning. It’s fun to work on the extensive job interview and public events required for the unique job of Alice in Dairyland each May.”

Her involvement in the Alice in Dairyland program influenced her decision to receive a Master of Science in integrated marketing communications from West Virginia University in 2010. Breunig uses these additional communication tools to work with each Alice in Dairyland to bridge the communication gap between agriculturalists and consumers while honing the program’s brand.

Breunig is also responsible for the maintenance of SavorWisconsin.com, a website dedicated to assisting hungry consumers find their favorite Wisconsin products, farmers’ markets, businesses and food events. Together with the program partners, University of Wisconsin-Extension and Wisconsin Apple Growers Association, she works on the future direction of the site, including the largest listing of Wisconsin farmers’ markets.

Her involvement in local food work at DATCP has also included being the co-project manager of the first and second editions of the *Wisconsin Local Food Marketing Guide*. Breunig directed project contractors and worked with advisory members to create a successful end product.

“The first publication received the 2009 American Library Association’s Notable Government Document and the 2008 Wisconsin Library Association’s Distinguished Document Award,” concluded Breunig. “The *Wisconsin Local Food Marketing Guide* filled a need for those entering or expanding their stake in the local food market. That is what I strive to do at DATCP each day; fill a need to provide a service for Wisconsin’s farmers, agri-businesses and consumers.”

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